To: Macleod, Stephen
From: Brezezicki, Eileen
Posted: 2/14/96 16:31
Opened: 2/14/96 16:31
Subject: FWRD: P.O.S. INDICATORS

========== <Forwarded Letter> ==========
From: Mota, Dinarte P.
To: BRZEZIE
Subject: P.O.S. INDICATORS
Posted: 02/14/96 12:12
Priority: Normal

THE FOLLOWING ARE MY SUGGESTIONS ON THE P O S INDICATORS.

1. TOO MANY PIECES OF ADVERTISING IN THE CURRENT SYSTEM.
   * REPS ONLY NEED TO ORDER POS FOR PERMANENT DISPLAYS.
   * REPS CHOOSE TRANSPARENCIES OR CARDS .
2. QUANTITIES SHOULD BE DETERMINED AT TERRITORY LEVEL.
   * RETAIL REPS DETERMINE THEIR NEEDS FOR CHAIN STORES ONLY.
   * SALES REP DETERMINES THEIR NEEDS FOR INDEPENDENT STORES ONLY.
3. ALL PIECES OF POS SHOULD HAVE THE SAME SKU'S PER BOX.
   * 1 SKU SHOULD = 25 PIECES OF POS. THIS WOULD CUT DOWN ON INCORRECT ORDERING AND SAVE ON SHIPPING.
4. INSTEAD OF THE CURRENT SIZE TO DESCRIBE THE ADVERTISING PIECE (19" CARD) WE SHOULD HAVE
   * FULL PRICE DISPLAY TOP SIGN NON-LIT
   * FULL PRICE DISPLAY LARGE TOP SIGN NON-LIT
5. THE SECTIONS SHOULD BE SEPARATED BY CATEGORIES. ALL TRANSPARENCIES LISTED IN ONE COLUMN. ALL PAPER IN ANOTHER COLUMN.

I HOPE THIS IS OF SOME HELP TO YOU. DINARTE

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